Amendments to the Claims:

1. through 12. (Canceled)

13. (Previously Presented) A method of improving battery life of a wireless communication device, comprising:

sensing environmental conditions within a predetermined distance of the wireless communication device with a plurality of coupled sensors, each sensor of the plurality of sensors being selected from the group consisting of a crowd sensor, a range sensor, a moisture sensor and a sound sensor;

determining a usage pattern match based on the sensed environmental conditions; and

adjusting a power consumption level of the wireless communication device in accordance with the usage pattern match, wherein the wireless communication device switches from a stand-by power mode to an active mode when the sensed environmental conditions satisfy a predetermined condition and automatically transmits a predetermined message to a predetermined device after the predetermined condition is satisfied.

14. through 22. (Canceled)